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ABSTRACT

In an effort to better market the college's credit programs and services, Prince George's Community College (PGCC), Mayland, has employed its own tracking system which utilizes a socioeconomic segmentation of their serviceable target population. This approach utilizes U.S. Census data grouping neighborhoods into 24 natural socioeconomic, cultural and lifestyle "clusters" for which special marketing strategies can be developed. In 1990, a cluster analysis was undertaken of all 36,145 county resident students who attempted at least one credit course at PGCC during the 5-year period from 1985 to 1989. This report describes how this credit student body distributes across the 24 lifestyle clusters, provides a brief discussion of how to evaluate traditional academic variables (e.g., full-time/part-time status, curriculum choice, and rate of degree awarding) in marketing terms, and presents a series of student cluster rank-orderings according to key academic/marketing variables. Study highlights were as follows: (1) 18 of the 24 student clusters included at least 3.5% of the total student body; (2) over 40% of recent credit students have been drawn from only 5 county clusters, and the 5 lowest socioeconomic clusters include only 3% of all recent credit enrollments; and (3) an examination of marketing "penetration" revealed that the lowest socioeconomic groups were not being successfully reached. The study describes the educational marketing concepts of profitability, volume, product, motivation, customer type, and educational outcomes, and also provides an analysis of 8 "super-clusters," developed by collapsing the 24 original clusters. Data tables are included. (GFW)

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IMPLEMENTING GEO-DEMOGRAPHIC MARKETING AT P.G.C.C.

A Cluster Analysis of the 1985 - 1989 Credit Student Body

Karl Boughan

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Prince George's Community College
Office of Institutional Research and Analysis

Market Analysis MA91-4
December 1990

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Office of Institutional Research and Analysis

IMPLEMENTING GEO-DEMOGRAPHIC MARKETING AT P.G.C.C. --
A CLUSTER ANALYSIS OF THE 1985-1989 CREDIT STUDENT BODY
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Introduction

Where do P.G.C.C.'s credit course-taking students come from? What are their neighborhoods, home environments, economic circumstances and cultural backgrounds like? How do these factors relate to their educational objectives, academic performance and course selections? And what can the answers to these questions tell us about how best to market the College's credit programs and services?

In this report we present the findings of a general cluster analysis of an unduplicated member file containing the records of all County resident students who attempted at least one credit course during the five year period 1985 (Summer Term II) - 1989 (Summer Term II). Using student address as a key, this data set (along with a parallel continuing education student data set) had previously been updated by the demographics consulting firm Targeting Systems, Inc. to flag each student's home census tract and block group. As a result we are now able to segment a solid representation of the P.G.C.C. credit student body according to census-based geo-demographic markets identified in our new lifestyle cluster system -- PG-TRAK©. (See The PG-TRAK© Manual: Using PGCC's Custom Lifestyle Cluster System, MA91-3, November 1990.)

What follows is a report on how our credit student body distributes across the twenty-four lifestyle cluster markets of PG-TRAK©, a brief discussion on how to look at traditional academic variables (full-time/part-time, curriculum choice, rate of degree awarding, etc.) in marketing terms, and the presentation of a series of student cluster rank-orderings according to key academic/marketing variables. (In a forthcoming marketing analysis, we will provide a similar study of non-credit continuing education students).

Credit Student Clusters

Of the original 44,291 members in the 1985-1989 unduplicated county resident credit student file, it turned out that 36,145 or 82 percent lived at addresses which could be properly matched by address-to-Census unit algorithms with U.S. Census Blocks and therefore could be successfully assigned to PG-TRAK© clusters.* This degree of file attrition in geo-demographic list manipulation is considered about standard and implies minimal representational distortion.

Tables 1 and 2 (pp. 3-4) show the distribution of this representative 36,000 plus group of credit students across the twenty-four clusters. Both feature raw student headcounts, percentage of all students in each cluster and index scores dramatizing cluster size differences (Index = 100 x (Cluster # / Average # per Cluster)). Table 1 gives the clusters in standard order (roughly by socio-economic level high to low); Table 2 shows the clusters rank-ordered by numbers of students.

The main message of Table 1 seems to be that overall P.G.C.C. credit students tend to reflect county cluster divisions in a crudely even fashion. Eighteen of the twenty-four student clusters include at least 3.5 percent of the total credit student body. Put another way, most of our student clusters reflect a respectable enrollment, implying that the College does a better than fair job of fulfilling its basic mandate to make its educational services accessible to all within the highly pluralistic context of Prince George's County.

Of course, as Table 2 underlines, there remain important variations in student cluster enrollment, despite the relative pluralism that obtains in general. Over 40 percent of all our recent credit students have been drawn from only five county clusters -- Bright Beginnings, Homesteaders, Exurban Dream, Country Club and Rainbow Manors. (See the aforementioned Manual for complete county cluster descriptions.) The bottom five student clusters -- Dormitories Plus, Sophisticate Mix, Government Mix, City Line and Boom Town -- include under 3 percent of all recent credit enrollments. Dormitories Plus, a cluster of neighborhoods consisting almost entirely of four-year college dormitories, understandably sends only a minuscule number of students our way (exactly seven) -- so few in fact that it will henceforth be dropped from analysis.

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* Two versions of PG-TRAK© are in existence: PG-TRAK (t), the initial and tested version which founds clusters upon larger U.S. Census tracts, and (b), an experimental version which uses the smaller Census block as its basic unit. For purposes of this study, only (t) results will be reported here.

TABLE 1. Distribution of Credit Students by Tract Cluster (Standard Order)

Cluster		Student Numbers	%	Index
Country Club	(1)	2,634	7.3	182
Exurban Dream	(2)	2,736	7.6	189
Aging Affluence	(3)	659	1.8	45
Sophisticate Mix	(4)	54	.1	4
Beltway Havens	(5)	2,040	5.6	141
Rainbow Manors	(6)	2,281	6.3	157
Government Mix	(7)	276	.8	19
Bright Beginning	(8)	3,966	11.0	273
Homesteaders	(9)	3,415	9.4	235
New Collars	(10)	2,001	5.5	138
Srgng Minorities	(11)	1,249	3.5	86
Fort George	(12)	706	2.0	49
Dormitories +	(13)	7	.0	0
Bohemian Mix	(14)	702	1.9	48
Levittown P.G.	(15)	1,688	4.7	116
Minority Rows	(16)	2,021	5.6	139
Emergng Minorit	(17)	1,628	4.5	112
Middle America	(18)	1,905	5.3	131
Old-Timers	(19)	1,250	3.5	86
Boom Town	(20)	368	1.0	25
Blu Colr Blacks	(21)	1,862	5.2	128
Downtown P.G.	(22)	1,952	5.4	135
Country Blues	(23)	387	1.1	27
City Line	(24)	358	1.0	25
ALL STUDENTS		36,145	100.0	100

TABLE 2. Distribution of Credit Students by Tract Cluster (Size Order)

Cluster		Student Numbers	%	Index
Bright Beginning	(8)	3,966	11.0	273
Homesteaders	(9)	3,415	9.4	235
Exurban Dream	(2)	2,736	7.6	189
Country Club	(1)	2,634	7.3	182
Rainbow Manors	(6)	2,281	6.3	157
Beltway Havens	(5)	2,040	5.6	141
Minority Rows	(16)	2,021	5.6	139
New Collars	(10)	2,001	5.5	138
Downtown P.G.	(22)	1,952	5.4	135
Middle America	(18)	1,905	5.3	131
Blu Colr Blacks	(21)	1,862	5.2	128
Levittown P.G.	(15)	1,688	4.7	116
Emergng Minorit	(17)	1,628	4.5	112
Old-Timers	(19)	1,250	3.5	86
Srgng Minorities	(11)	1,249	3.5	86
Fort George	(12)	706	2.0	49
Bohemian Mix	(14)	702	1.9	48
Aging Affluence	(3)	659	1.8	45
Country Blues	(23)	387	1.1	27
Boom Town	(20)	368	1.0	25
City Line	(24)	358	1.0	25
Government Mix	(7)	276	.8	19
Sophisticate Mix	(4)	54	.1	4
Dormitories +	(13)	7	.0	0
ALL STUDENTS		36,145	100.0	100

Table 3 (p.6), however, is by far the most interesting in this series because it is organized around the **marketing** concept of penetration. As used by marketers, penetration is the proportion of individuals or households in a specified market or market segment which currently uses a particular brand of product or service. What Table 3 does is systematically compare student and county cluster populations in terms of penetration ratios (100 x (Student Cluster # / County Cluster #)) and penetration index scores (100 x (Cluster Penetration / Average Cluster Penetration)), presenting the results in standard order and penetration rank order formats.

The first finding shown in Table 3 has to do with P.G.C.C.'s overall credit course penetration rate. The 36,000 plus students who in the last five years attempted at least one credit-bearing course at the College represent 5.2 percent of all County residents! (Actually, the proportion is closer to 6.4, since we were forced to drop over 8,000 of all County credit students in the original data file during cluster-encoding.) This in itself is an extremely useful baseline finding.

But even more important is the pattern of credit course penetration across clusters shown in the top portion of Table 3, which shows cluster penetration results in standard or rough socio-economic status order. Even a casual glance immediately and clearly reveals that "upscale" county clusters are (with the exceptions of Aging Affluence and Sophisticate Mix) far more penetrated than "downscale" county clusters. This seems paradoxical in light of the fact that beyond generally servicing the higher educational needs of the County, Prince George's Community College was founded in the particular hope that it might provide the college experience to the less advantaged and prosperous who might otherwise have to forego it. From a marketing perspective, what this implies is a large window of opportunity. We are not yet adequately reaching our most "natural" constituency. But if we attempt to redress this gap through targeted promotion, we ought to stand an excellent chance to bridge it, given that our educational services were tailor-made largely for this group.

The second half of Table 3 shows clusters ranked high to low on penetration rate. There we find five clusters with penetration rates over 7 percent (Exurban Dream, Rainbow Manors, Fort George, Country Club and Homesteaders), and (excluding Dormitories Plus) six with rates below 4 percent (Sophisticate Mix, Boom Town, Bohemian Mix, Old-Timers and Aging Affluence). But perhaps the most interesting thing about this data array is the way it points to the difference between student cluster enrollment size and county cluster penetration rate. Large student cluster enrollments do not always imply proportionately high corresponding county cluster penetration rates.

TABLE 3. P.G.C.C. Cluster Credit Market Penetration

			Student Numbers	Cluster Populatn	Market Penetratn	Pen. Indx
CLUST ORDER	Country Club	(1)	2,634	36,101	7.30	140
	Exurban Dream	(2)	2,736	31,499	8.69	167
	Aging Affluence	(3)	659	18,444	3.57	69
	Sophisticate Mix	(4)	54	2,878	1.88	36
	Beltway Havens	(5)	2,040	34,661	5.89	113
	Rainbow Manors	(6)	2,281	27,642	8.25	159
	Government Mix	(7)	276	4,365	6.32	121
	Bright Beginning	(8)	3,966	62,356	6.36	122
	Homesteaders	(9)	3,415	46,869	7.29	140
	New Collars	(10)	2,001	33,796	5.92	114
	Srgng Minorities	(11)	1,249	19,659	6.35	122
	Fort George	(12)	706	9,610	7.35	141
	Bohemian Mix	(14)	702	27,449	2.56	49
	Levittown P.G.	(15)	1,688	34,926	4.83	93
	Minority Rows	(16)	2,021	49,257	4.10	79
	Emergng Minorit	(17)	1,628	35,173	4.63	89
	Middle America	(18)	1,905	40,530	4.70	90
	Old-Timers	(19)	1,250	38,530	3.24	62
	Boom Town	(20)	368	14,848	2.48	48
	Blu Colr Blacks	(21)	1,862	46,530	4.00	77
	Downtown P.G.	(22)	1,952	53,375	3.66	70
	Country Blues	(23)	387	7,859	4.92	95
	City Line	(24)	358	8,456	4.23	81
PENET. RANK ORDER	Exurban Dream	(2)	2,736	31,499	8.69	167
	Rainbow Manors	(6)	2,281	27,642	8.25	159
	Fort George	(12)	706	9,610	7.35	141
	Country Club	(1)	2,634	36,101	7.30	140
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	Government Mix	(7)	276	4,365	6.32	121
	New Collars	(10)	2,001	33,796	5.92	114
	Beltway Havens	(5)	2,040	34,661	5.89	113
	OVERALL		36,145	694,365	5.21	100
	Country Blues	(23)	387	7,859	4.92	95
	Levittown P.G.	(15)	1,688	34,926	4.83	93
	Middle America	(18)	1,905	40,530	4.70	90
	Emergng Minorit	(17)	1,628	35,173	4.63	89
	City Line	(24)	358	8,456	4.23	81
	Minority Rows	(16)	2,021	49,257	4.10	79
	Blu Colr Blacks	(21)	1,862	46,530	4.00	77
	Downtown P.G.	(22)	1,952	53,375	3.66	70
	Aging Affluence	(3)	659	18,444	3.57	69
	Old-Timers	(19)	1,250	38,530	3.24	62
	Bohemian Mix	(14)	702	27,449	2.56	49
	Boom Town	(20)	368	14,848	2.48	48
	Sophisticate Mix	(4)	54	2,878	1.88	36

For example, while Bright Beginnings (11 percent of all enrollment) clearly dominates the top of the student cluster heap, its parallel county cluster actually ranks significantly lower (sixth) in credit course penetration rate (6.4). Or consider the military-crowded cluster Fort George; its student manifestation is quite small (rank 16) but the county cluster shows a third ranked penetration rate (7.4). From a marketing perspective, two lessons can be drawn from the above. First, data on student cluster size is most useful in assessing the relationship between current student demography and current college programs and services. Second, data on county cluster penetration is more appropriate for gauging current recruitment successes and planning for future recruitment.

Strategies of Cluster Marketing

A marketing truism is "Past consumers identify future consumers." The saying is based on the insight that potential new customers for a particular product or service are most likely to be those matching the demographic, behavioral and attitudinal profile of historical users of that product or service. Thus, analyze the latter, then target the former according to the analysis.

Lifestyle clusters can be considered ready-made consumer profiles, each embodying a special fixed set of demographic, behavioral and attitudinal attributes. Thus, if an organization has the ability to cluster analyze its present market for product X and to locate households or individuals in the general population by those same clusters, all it needs to do by way of promotional targeting is to read the resulting cluster pattern back on to the larger contact universe.

This is the same targeting strategy that P.G.C.C. is now in a position to practice with the implementation of the PG-TRAK© system. If, for instance, the College wishes to increase enrollment in a particular academic category (e.g., transfer A.A. programs), past student records can now be analyzed in terms of the percent in each cluster falling into that category, clusters ranked by participation rate high to low, and county target clusters selected accordingly.

But we need to introduce an important caveat regarding use of historical data for market planning. The past is almost always the surest guide of how to aim for the future, but not necessarily the guide to the highest payoff. The market planner should avoid falling into the trap of historical determinism. After all, marketing's power is not only that of motivating the pre-disposed but also that of inculcating pre-dispositions in the first place; one might choose simply to broaden an existing market, or to create a brand new one.

Consider Volvo. At present, it sells mainly to safety-conscious upscale family people. More cars might be sold if more of this sort could be found and motivated. But rather than just casting a wider net in the same waters, Volvo's advertisers might decide to pitch the stolid luxury car as sporty, sexy, exclusive, a sign of having arrived. This might have the effect of opening up the younger affluent singles market -- different waters entirely. Or they might keep the original image but convince dealers to make financing easier, thus improving product access for less affluent families. It might even turn out that raising simple brand recognition here might increase sales, that current low middle class response to Volvo is at least partly a factor of upscale advertising channelling.

Similarly, as an alternative or supplement to simply working known high yield clusters, College promoters of program X might wish to re-work the way it is has been traditionally projected (e.g., "Come to P.G.C.C. and secure your future" to "P.G. today, big bucks tomorrow"). Or they might re-direct the contact campaign to selected lower yield clusters they have reason to believe -- given the lifestyles represented -- ought to be more interested than history proves. The path chosen, as always, will depend upon how one weighs the decision elements of probable cost, possible payoff and attendant risks (plus for community colleges the fulfillment of their educational missions). But whatever the decision, clusters will be central both to the calculation and the final campaign design.

Dimensions of Educational Marketing

Understanding student academic histories, now used mainly for program and enrollment analysis, as consumer histories ripe for cluster market analysis takes some important re-orientation of thinking. Let us may suggest a general scheme which may assist this process.

Marketing science identifies five standard marketing dimensions which can be used in the re-interpretation:

1. **Profitability** - Developing the Highest Yield Markets. The closest analogy in higher education as currently structured is "Credit-ability," since the total number of credit hours generated leads to the FTE totals, by which institutions are judged productive and by means of which funding is partially determined. Thus variables tracking credit hours earned in various ways or correlated structurally with credit accumulation (i.e., Full-Time/Part-Time status) can be placed here.

2. **Volume** - Developing the Largest Possible Total Market. Doing the most business is not necessarily the same as doing the most profitable or highest quality business but it comes close in many minds, and in any case growth usually spells increased resources, more jobs, greater stability and a stronger perception of importance to consumers and the economy. Size of enrollment and proportion of the community served are the nearest educational equivalents to number of customers and market penetration.

3. **Product** - Promoting the Growth of Special Product- or Service-Centered markets. Businesses often promote particular products and services among the many they offer in order to strengthen core markets, diversify by developing sub-markets, or to take advantage of new needs, interests and trends. Similarly, educational institutions may seek to increase enrollments in certain existing courses, curricula and educational services such as reading remediation or to expand into new educational fields.

4. **Motivation** - Understanding Consumer Perceived Wants/Needs. Naturally, any sensible marketing plan takes into account and uses to advantage information concerning the aims and drives of its target groups for developing focused messages and identifying product predispositions. Data on student reasons for attendance and self-identified enrollment objectives are educational examples of the sort falling under this heading.

5. **Customer Type** - Managing Patrons Classed by Differing Consumer Behaviors. Some customers are old brand loyalists, some have just switched brands, some may have never used a product or service before and have no experience with any brands before beginning with a particular firm's. Some consumers buy or use a product or service all the time or habitually, some start then stop then start again. Each type of customer must be approached differently, and the patronage of each category has its advantages and risks. Parallel student types are full-time and part-time students, transfer students, re-admitted students, students with no previous college experience and "delayed entry" students.

Finally, we would add one more dimension, this one special to educational marketing in a community college setting:

6. **Academic Achievement/Educational Outcomes** - Developing a Student Body with a High Performance Potential. Success in business usually means attracting and satisfying customers, as measured by profit margins. But success in higher education, particularly in a community college context, means not just attracting and satisfying students, but also convincing outside authorities that in the process useful, quality education is occurring. Institutional funding and even accreditation may depend upon it.

The improvement of teaching, the design of instructional

programs and provision of educationally enhancing resources and support programs is certainly the main way this is to be accomplished. But in addition, schools may decide to seek out more students likely to display academic ability, perseverance and commitment to study.

This latter strategy is mostly a matter of marketing for community colleges which by charter may not adopt selective enrollment practices. Measures which bear on retention, course grades, award acquisition and transfer success are important here.

Results of Student Cluster Special Markets Analysis

Table 4 (p. 11) shows an application of the six marketing dimensions just described, using student cluster rates for various academic variables interpreted accordingly. In order to spare the reader the need to scan several pages of data, we introduced two simplifications. First, Table 4 only shows index scores (100 x (Cluster % / Average All-Cluster %)), not original percentages. Second, and more drastically, the twenty-three student clusters remaining (after dropping Dormitories Plus) were themselves subjected to a cluster procedure which re-grouped them into eight "super-clusters" based on similarities of index scores.

So, instead of discussing each individual student cluster, we will achieve more or less the same effect but with greater efficiency by reviewing only the educational marketing qualities and potential of the super-clusters to which each belongs since cluster members of a super-cluster share similar marketing traits. (The reader is invited to turn to the Appendix for full cluster-by-cluster tables presenting percentages and index scores for every variable shown on summary Tables 4 and 5). It should be emphasized however that the following super-cluster discussion is meant to be illustrative in a space-saving way of the sort of market thinking and analysis which ought to attend any educational cluster targeting. We are <u>not</u> suggesting replacing regular cluster targeting with super-cluster targeting.

Super-Cluster A (Country Club, Exurban Dream, Aging Affluence, Beltway Havens) gathers up four of the most white, upscale clusters. Its constituents exhibit the highest collective level of "profitability" (moderately high disproportions of full-time and "matriculated" students (12+ credit hours), very high disproportion of 60+ credit hour students, and a very low disproportion of students dropping out before earning any credit hours). Collective educational "volume" is also quite good -- this is the second largest super-cluster (22 percent of all enrolled), and it also shows the second highest penetration level (6.4).

TABLE 4. Student Super-Clusters by Marketing Dimensions

MARKET MEASURES	SUPER-CLUSTERS A	B	C	D	E	F	G	H
Profitability								
Full-Time	125	187	101	91	98	114	56	85
Cred Hrs-0	78	146	97	108	134	109	46	120
Cred Hrs-12+	119	102	110	102	87	90	84	91
Cred Hrs-60+	133	59	126	107	78	65	39	101
Product								
Acad AA Prog	112	90	103	107	98	95	117	100
Occu AA Prog	87	48	108	85	121	101	98	129
Certif Prog	98	148	92	104	86	104	85	79
Devl Crs-1+	79	55	105	105	137	80	51	184
Motivation								
Goal-AA	93	68	106	95	109	97	104	122
Goal-Certif	91	75	103	98	105	70	74	122
Goal-No Degr	111	121	94	112	86	103	81	79
Reas-Trnsfer	107	114	96	99	96	103	82	100
Reas-Job Rel	89	71	105	105	113	90	84	121
Reas-Int/Enr	100	81	101	107	89	89	109	95
Customer Type								
Full-Time	125	187	101	91	98	114	56	85
First-Time	101	82	106	101	103	78	87	114
Full/First	124	176	102	88	95	73	40	93
Transfer-In	97	140	86	96	95	152	138	70
Readmitted	102	81	108	103	96	63	57	115
Fresh fr HS	119	100	107	107	94	67	21	122
Achvmt/Outcome								
Any Award	121	63	124	109	82	77	77	91
Cum GPA 3.50+	128	102	103	110	72	87	205	40
Cum GPA 0.00	71	36	88	100	113	81	30	168
Devl Crs-1+	79	55	105	82	137	80	51	184
Volume								
T# Students	8,069	54	12,927	4,610	5,601	702	706	3,469
T% Students	22.3	.1	35.8	12.8	15.5	1.9	2.0	9.6
T Penetratn	6.4	1.9	5.6	5.1	4.1	2.6	7.4	4.9
T Pen. Indx	122	36	107	87	79	49	141	93

Super-Cluster Key:

A. Cntry Club (1), Exrbn Dream (2), Aging Affl (3), Bway Havn (5)
B. Sophis Mix (4)
C. Rbow Manor (6), Homsteaders (9), New Colrs (10), Levittown (15), Midl Amer (18), Old-Timers (19), Cntry Blu (23)
D. Govmnt Mix (7), Brght Begng (8), Boom Town (20)
E. Minor Row (16), Emrg Minor (17), Dntown PG (22)
F. Bohem Mix (14) G. Ft Geo (12)
H. Srgng Min (11), BC Blacks (21), City Line (24)

A-Students tend to be academic achievers (high award acquisition rate, high cumulative G.P.A., few requiring remedial course-work), lean towards transfer A.A. programs and transfer explanations of attendance purpose, and interestingly are the least likely of those in any super-cluster to give the winning of a community college award as an academic goal. It may be that the "pass through" phenomenon (transferring to a four-year school before graduating) is centered here. Finally, in terms of "customer type," Super-Cluster A shows a prevalence of "traditional" immediate entry, first-time/full-time students.

Super-Cluster B consist of only one regular cluster -- tiny quirky Sophisticate Mix. Its students are drawn from the County's very few upscale luxury rental neighborhoods featuring highly educated, culturally-oriented professional people. The "profitability" picture is very mixed: although full-time students seem to predominate here and "matriculation" level is at least average, paradoxically this is also the group with the highest level of enrollees earning no credits and the second lowest level of 60+ credit hour accumulators. "Volume" measured by enrollment size is the lowest of any super- or regular cluster, and penetration level is dismal (1.9). B-Students are the least likely to pick up academic awards and show only average course grade success, but they are also the second least likely to flunk out or require remedial academic work. Then tend to gravitate toward certificate programs and seem to be without degree-attainment motivation, although this is also the super-cluster group most likely to explain attendance in "transfer" terms. As to "customer type," the B-Student Body consists mostly of "transfers-in" with a significant addition of first-time/full-timers not necessarily fresh from high school.

Super-Cluster C (Rainbow Manors, Homesteaders, New Collars, Levittown P.G., Middle America, Old-Timers, Country Blues) is inhabited by a large number of heterogeneous but most white mid-scale clusters. It also seems to be mostly "middling" in the nature of its marketing traits. Its constituents exhibit signs of at least above average "profitability" (especially noteworthy is the outstanding proportion of super credit hour accumulators here) and in "volume" this is the largest super-cluster (36 percent of all credit students) with a penetration rate even with the College as a whole (5.6). C-Students tend to be academic achievers when it comes to award acquisition (super-cluster high) but show only College mean levels of course performance, and an average need for remedial work. They exhibit no particular academic program preference nor collectively do they single out any academic ambition or motivation. Finally, in terms of "customer type," the only distinctive thing about C-Students is that they are more unlikely than most to be "transfers-in."

Super-Cluster D (Government Mix, Bright Beginnings, Boom Town) draws its students from three clusters which share relative youth and an as yet unmet high socio-economic potential. It is distinctly average in "profitability," "volume" and on most other marketing dimensions, showing some personality only in the mild propensity of its students to be part-timers, to perform above average in course work and to graduate from the College. There is a sense here that D-Students are still in the process of sorting things out, exploring options. And an examination of the individual clusters suggests that students in D are more likely than in other super-clusters to be of two types -- job-holding older students seeking to enhance career prospects and the children of upwardly mobile but still economically struggling youngish families.

Super-Cluster E (Minority Rows, Emerging Minorities, Downtown P.G.) captures students from basically lower middle class black neighborhoods. "Profitability" here is sub par (e.g., very high "no earned credit" rate) but not drastically so (average full-time rate). "Volume" is poor-to-fair (penetration about 25 percent off normal) but its proportion of all students is a reasonable 16 percent. E-Students score second lowest on Academic achievement measures compared with those of other super-clusters. They are distinctly oriented toward career and occupational programs as opposed to transfer A.A. programs given actual curriculum choice and stated reason for attendance, although E-member proffering of A.A. attainment as their principle academic goal produces the second highest rate of any super-cluster student group. Clearly, the reality of their circumstances is at war with their dreams. In "customer type," E-Students lack differentiation. The super-cluster is a heterogeneous mixture of all types.

Super-Clusters F (Bohemian Mix) and **G** (Fort George) both are made up of a single small off-beat cluster. F-Students come to us from the colorful, '60s-ish neighborhoods near Takoma and College Parks, while G-Students arrive from the County's federal military reservations (mostly Andrews Air Force Base).

F-Students, mostly aging singles with a history of cultural and educational dabbling, particularly stand out not unexpectedly in the transfer-in "customer type" category and in their low academic performance. Also, Bohemian Mix penetration is a very low 2.6. It is highly likely that most F-Students are enrolled at the nearer campuses of M.C.C. and U.M.C.P. rather than P.G.C.C.

G-Students, on the other hand, are superb academic achievers when it comes to course work, are the most likely to choose transfer A.A. curricula of any super-cluster group, and their home super-cluster registers the highest of all penetration rates (7.4). This, however, must be seen coupled with very low graduation rates and levels of credit hour accumulation. Their peculiar marketing pattern, of course, traces directly to their military status. The

military's need for technical training and the presence of a College extension center at AAFB explains performance motivation and penetration. Furthermore, military personnel are notoriously mobile and military educational objectives narrow and limited which explains low award acquisition and lack of credits.

Lastly, there is **Super-Cluster H** (Surging Minorities, Blue Collar Blacks, City Line), housing students the majority of which are from black, working class neighborhoods. (Those from Surging Minorities are the exceptions.) Its "Profitability" (credit hour accumulation and full-time status) is significantly off average and "volume" in penetration terms it falls short of the all-student mean by a good bit (although in size terms super-cluster H embraces a respectable 10 percent of all credit enrollees). Most dramatically distinctive however is the extremely poor academic performance of this group: proportionally 68 percent more likely to fail all courses taken, 60 percent less likely to score A and B grades, 84 percent more likely to require remedial work, 9 percent less likely to graduate. H-Students strongly choose occupational A.A. programs and are the most prone of any to give job-related reasons for attendance. Like their fellow minority peers in Super-Cluster E, many are nevertheless also strongly A.A.-seeking in their stated academic objective. Finally "customer type": H-Students are fresh and young -- matching the elite A-Students in the "new high school graduate" category and exceeding them considerably in the first-time category. But they are also predominately part-timers, unlike the A-Students.

Conclusions

PG-TRAK© is now fully operational and immediately available for marketing planning at Prince George's Community College. Early analysis finding ample student cluster differentiation according to key educational market indicators implies that it should prove a very efficient targeting tool. All signs are that it will allow us to identify new and currently under-exploited educational markets in the County, to understand the motivations and needs that exist there for better message development, and to cost-effectively zero in on appropriate households in our direct contact promotional campaigning.

Karl Boughan
Research and Planning Analyst

APPENDIX TABLE I

Individual Student Clusters Arrayed in Super-Clusters
by Table 4 Market Indicators

Indicator Key

FULL	-	Full-Time
FTFT	-	First-Time/Full-Time
CRD0	-	Cum Credit Hrs: Zero
CR60	-	Cum Credit Hrs: 60+
H12+	-	Matriculated (Hrs 12+)
AWRD	-	Rec'd Any Award
A/B+	-	Cum GPA: 3.50+
F	-	Cum GPA: Zero
DEVL	-	Attempted 1+ Devl Crses
ACAA	-	Transfer AA Program
OCAA	-	Career AA Program
OCCT	-	Certificate Program
NEWS	-	First-Timer (Orig Term)
TRNS	-	Transfer-In (Orig Term)
READ	-	Readmitted (Last Term)
IMMD	-	Entry straight from H.S.
GOAL AA	-	Academic Goal: A.A.
GOAL CERT	-	Academic Goal: Certif
GOAL NONE	-	Academic Goal: Oth/DK
REAS TRNS	-	Attndnce Reason: Transfer
REAS JOB	-	Attndnce Reason: Job-Rel.
REAS OTH	-	Attndnce Reason: Other

Credit Student Body Segmented by Market Super-Clusters
(Index Scores Only)

Group	Full	FTFT	Crd0	Cr60	H12+	Awrd	A/B+	F	Devl
CCLUB-1	128	123	83	135	122	127	129	72	71
XDREM-2	111	109	74	128	118	124	147	60	75
AGAFF-3	127	125	73	119	115	108	114	74	89
BWAYH-5	134	138	83	148	121	124	119	78	83
Super A	125	124	78	133	119	121	128	71	79
SOPHM-4 Super B	187	176	146	59	102	63	102	36	55
RBOWM-6	95	96	86	111	106	108	97	97	112
HMSTD-9	107	111	87	125	108	117	99	81	87
NWCOL-10	88	86	102	127	112	135	107	76	96
LEVIT-15	116	115	89	148	108	121	104	103	99
MIDAM-18	89	95	110	113	103	108	92	87	108
OLDTM-19	111	114	105	118	107	116	118	78	104
CNBLU-23	103	98	102	137	122	164	106	91	132
Super C	101	102	97	126	110	124	103	88	105
GOVMX-7	89	86	118	119	93	126	76	134	107
BRBEG-8	92	84	91	102	102	102	132	80	78
BOOMT-20	92	95	115	101	111	99	123	85	60
Super D	91	88	108	107	102	109	110	100	82
MINRW-16	99	93	134	75	85	86	74	125	132
EMMIN-17	100	97	131	87	88	85	76	117	141
DTNPG-22	95	95	135	73	87	76	66	98	138
Super E	98	95	134	78	87	82	72	113	137
BOHEM-14 Super F	114	73	109	65	90	77	87	81	80
FTGEO-12 Super G	56	40	46	39	84	77	205	30	51
SRGMN-11	80	86	108	90	101	92	49	156	162
BCBLK-21	91	94	116	95	88	93	44	147	193
CTYLN-24	85	98	135	119	84	89	27	202	196
Super H	85	93	120	101	91	91	40	168	184

(Cont.)

Group	AcAA	OcAA	OcCT	NewS	Trns	ReAd	Immd
CCLUB-1	111	86	100	100	98	103	125
XDREM-2	107	89	101	99	97	107	110
AGAFF-3	114	80	102	96	108	95	108
BWAYH-5	116	93	90	108	84	102	133
Super A	112	87	98	101	97	102	119
SOPHM-4							
Super B	90	48	148	82	140	81	100
RBOWM-6	101	104	97	99	95	107	112
HMSTD-9	103	101	97	110	79	108	116
NWCOL-10	100	102	99	102	96	114	105
LEVIT-15	104	103	94	109	81	100	116
MIDAM-18	103	116	85	111	81	104	101
OLDTM-19	110	101	90	106	87	99	97
CNBLU-23	99	127	81	109	79	126	104
Super C	103	108	92	106	86	108	107
GOVMX-7	108	80	107	100	95	101	109
BRBEG-8	100	100	100	94	109	103	87
BOOMT-20	113	76	106	109	85	106	125
Super D	107	85	104	101	96	103	107
MINRW-16	97	113	93	96	106	95	86
EMMIN-17	103	117	85	107	88	102	108
DTNPG-22	96	133	80	106	90	93	87
Super E	98	121	86	103	95	96	94
BOHEM-14							
Super F	95	101	104	78	152	63	67
FTGEO-12							
Super G	117	98	85	87	138	57	21
SRGMN-11	100	121	85	108	76	118	130
BCBLK-21	96	139	76	113	73	110	115
CTYLN-24	104	127	77	122	61	118	122
Super H	100	129	79	114	70	115	122

(Cont.)

Group	Goal AA	Goal Cert	Goal None	Reas Trns	Reas Job	Reas Oth
CCLUB-1	89	95	115	111	89	96
XDREM-2	102	82	114	106	103	104
AGAFF-3	85	85	111	103	71	105
BWAYH-5	96	100	106	108	94	97
Super A	93	91	111	107	89	100
SOPHM-4 Super B	68	75	121	114	71	81
RBOWM-6	97	96	108	107	96	97
HMSTD-9	104	107	97	105	99	99
NWCOL-10	102	101	96	89	95	115
LEVIT-15	102	108	96	102	101	95
MIDAM-18	113	109	85	99	110	95
OLDTM-19	103	97	101	92	113	103
CNBLU-23	118	103	75	77	124	102
Super C	106	103	94	96	105	101
GOVMX-7	96	90	109	110	89	103
BRBEG-8	96	89	109	91	112	102
BOOMT-20	93	115	119	96	114	115
Super D	95	98	112	99	105	107
MINRW-16	106	104	93	94	114	94
EMMIN-17	107	105	87	100	110	88
DTNPG-22	113	107	78	94	116	85
Super E	109	105	86	96	113	89
BOHEM-14 Super F	97	70	103	103	90	89
FTGEO-12 Super G	104	74	81	82	84	109
SRGMN-11	108	127	88	103	107	97
BCBLK-21	123	121	72	97	119	90
CTYLN-24	135	118	76	101	136	99
Super I	122	122	79	100	121	95

APPENDIX TABLE II

Individual Student Clusters Rank Ordered
by Table 4 Market Indicators

First Figured Column .... % in Category

Second Figured Column ... Category Index
Score (= 100 x
(%/Average %))

RANKED BY % IN TRANSFER AA PROGRAM

Fort George	(12)	41.2	117
Beltway Havens	(5)	40.8	116
Aging Affluence	(3)	40.1	114
Boom Town	(20)	39.7	113
Country Club	(1)	39.1	111
Old-Timers	(19)	38.7	110
Government Mix	(7)	38.0	108
Exurban Dream	(2)	37.8	107
Levittown P.G.	(15)	36.7	104
City Line	(24)	36.6	104
Middle America	(18)	36.3	103
Homesteaders	(9)	36.1	103
Emergng Minorit	(17)	36.1	103
Rainbow Manors	(6)	35.4	101
Bright Beginning	(8)	35.3	100
Srgng Minorities	(11)	35.1	100
New Collars	(10)	35.0	100
Country Blues	(23)	34.9	99
Minority Rows	(16)	34.1	97
Downtown P.G.	(22)	33.7	96
Blu Colr Blacks	(21)	33.6	96
Bohemian Mix	(14)	33.3	95
Sophisticate Mix	(4)	31.5	90

RANKED BY % IN CAREER AA PROGRAM

Blu Colr Blacks	(21)	38.0	139
Downtown P.G.	(22)	36.3	133
City Line	(24)	34.6	127
Country Blues	(23)	34.6	127
Srgng Minorities	(11)	32.8	121
Emergng Minorit	(17)	31.9	117
Middle America	(18)	31.6	116
Minority Rows	(16)	30.9	113
Dormitories +	(13)	28.6	105
Rainbow Manors	(6)	28.3	104
Levittown P.G.	(15)	28.0	103
New Collars	(10)	27.9	102
Old-Timers	(19)	27.5	101
Bohemian Mix	(14)	27.5	101
Homesteaders	(9)	27.5	101
Bright Beginning	(8)	27.2	100
Fort George	(12)	26.8	98
Beltway Havens	(5)	25.2	93
Exurban Dream	(2)	24.1	89
Country Club	(1)	23.4	86
Government Mix	(7)	21.7	80
Aging Affluence	(3)	21.7	80
Boom Town	(20)	20.7	76
Sophisticate Mix	(4)	13.0	48

RANKED BY % IN CERTIFICATE PROGRAM

Dormitories +	(13)	71.4	190
Sophisticate Mix	(4)	55.6	148
Government Mix	(7)	40.2	107
Boom Town	(20)	39.7	106
Bohemian Mix	(14)	39.2	104
Aging Affluence	(3)	38.2	102
Exurban Dream	(2)	38.1	101
Bright Beginning	(8)	37.5	100
Country Club	(1)	37.5	100
New Collars	(10)	37.1	99
Homesteaders	(9)	36.4	97
Rainbow Manors	(6)	36.3	97
Levittown P.G.	(15)	35.3	94
Minority Rows	(16)	35.0	93
Beltway Havens	(5)	34.0	90
Old-Timers	(19)	33.8	90
Middle America	(18)	32.1	85
Srgng Minorities	(11)	32.1	85
Fort George	(12)	32.0	85
Emergng Minorit	(17)	32.0	85
Country Blues	(23)	30.5	81
Downtown P.G.	(22)	30.1	80
City Line	(24)	28.8	77
Blu Colr Blacks	(21)	28.4	76

RANKED BY % WITH DEGREE GOAL

City Line	(24)	47.0	135
Blu Colr Blacks	(21)	42.9	123
Country Blues	(23)	41.2	118
Middle America	(18)	39.4	113
Downtown P.G.	(22)	39.4	113
Srgng Minorities	(11)	37.7	108
Emergng Minorit	(17)	37.5	107
Minority Rows	(16)	37.0	106
Homesteaders	(9)	36.4	104
Fort George	(12)	36.4	104
Old-Timers	(19)	35.8	103
Levittown P.G.	(15)	35.6	102
Exurban Dream	(2)	35.5	102
New Collars	(10)	35.5	102
Bohemian Mix	(14)	33.8	97
Rainbow Manors	(6)	33.8	97
Bright Beginning	(8)	33.6	96
Beltway Havens	(5)	33.6	96
Government Mix	(7)	33.3	96
Boom Town	(20)	32.5	93
Country Club	(1)	31.0	89
Aging Affluence	(3)	29.5	85
Sophisticate Mix	(4)	23.8	68

RANKED BY % WITH CERTIFICATE GOAL

Srgng Minorities	(11)	12.8	127
Blu Colr Blacks	(21)	12.1	121
City Line	(24)	11.8	118
Boom Town	(20)	11.5	115
Middle America	(18)	10.9	109
Levittown P.G.	(15)	10.9	108
Downtown P.G.	(22)	10.7	107
Homesteaders	(9)	10.7	107
Emergng Minorit	(17)	10.5	105
Minority Rows	(16)	10.4	104
Country Blues	(23)	10.3	103
New Collars	(10)	10.1	101
Beltway Havens	(5)	10.0	100
Old-Timers	(19)	9.8	97
Rainbow Manors	(6)	9.6	96
Country Club	(1)	9.5	95
Government Mix	(7)	9.0	90
Bright Beginning	(8)	9.0	89
Aging Affluence	(3)	8.5	85
Exurban Dream	(2)	8.2	82
Sophisticate Mix	(4)	7.5	75
Fort George	(12)	7.4	74
Bohemian Mix	(14)	7.0	70

RANKED BY % WITHOUT SPECIAL GOAL

Dormitories +	(13)	51.7	165
Sophisticate Mix	(4)	38.1	121
Boom Town	(20)	37.3	119
Country Club	(1)	36.1	115
Exurban Dream	(2)	35.6	114
Aging Affluence	(3)	35.0	111
Government Mix	(7)	34.2	109
Bright Beginning	(8)	34.1	109
Rainbow Manors	(6)	33.8	108
Beltway Havens	(5)	33.2	106
Bohemian Mix	(14)	32.2	103
Old-Timers	(19)	31.9	101
Homesteaders	(9)	30.3	97
New Collars	(10)	30.3	96
Levittown P.G.	(15)	30.0	96
Minority Rows	(16)	29.2	93
Srgng Minorities	(11)	27.5	88
Emergng Minorit	(17)	27.4	87
Middle America	(18)	26.5	85
Fort George	(12)	25.6	81
Downtown P.G.	(22)	24.4	78
City Line	(24)	24.0	76
Country Blues	(23)	23.5	75
Blu Colr Blacks	(21)	22.6	72

RANKED BY % TRANSF. TO 4-YR REASON

Dormitories +	(13)	46.7	145
Sophisticate Mix	(4)	36.7	114
Country Club	(1)	35.7	111
Government Mix	(7)	35.4	110
Beltway Havens	(5)	35.0	108
Rainbow Manors	(6)	34.7	107
Exurban Dream	(2)	34.3	106
Homesteaders	(9)	33.9	105
Bohemian Mix	(14)	33.3	103
Aging Affluence	(3)	33.2	103
Srgng Minorities	(11)	33.2	103
Levittown P.G.	(15)	32.8	102
City Line	(24)	32.5	101
Emergng Minorit	(17)	32.2	100
Middle America	(18)	31.8	99
Blu Colr Blacks	(21)	31.3	97
Boom Town	(20)	31.1	96
Minority Rows	(16)	30.4	94
Downtown P.G.	(22)	30.4	94
Old-Timers	(19)	29.7	92
Bright Beginning	(8)	29.5	91
New Collars	(10)	28.9	89
Fort George	(12)	26.5	82
Country Blues	(23)	24.9	77

RANKED BY % JOB RELATED REASON

City Line	(24)	28.1	136
Country Blues	(23)	25.7	124
Blu Colr Blacks	(21)	24.5	119
Downtown P.G.	(22)	24.0	116
Boom Town	(20)	23.6	114
Minority Rows	(16)	23.5	114
Old-Timers	(19)	23.2	113
Bright Beginning	(8)	23.2	112
Middle America	(18)	22.7	110
Emergng Minorit	(17)	22.6	110
Srgng Minorities	(11)	22.1	107
Exurban Dream	(2)	21.1	103
Levittown P.G.	(15)	20.8	101
Homesteaders	(9)	20.5	99
Rainbow Manors	(6)	19.8	96
New Collars	(10)	19.6	95
Beltway Havens	(5)	19.3	94
Bohemian Mix	(14)	18.6	90
Government Mix	(7)	18.4	89
Country Club	(1)	18.3	89
Fort George	(12)	17.3	84
Aging Affluence	(3)	14.7	71
Sophisticate Mix	(4)	14.6	71
Dormitories +	(13)	10.0	48

RANKED BY % ENRICHMENT/OTHER REASON

Boom Town	(20)	27.0	115
New Collars	(10)	27.0	115
Fort George	(12)	25.5	109
Aging Affluence	(3)	24.6	105
Exurban Dream	(2)	24.3	104
Old-Timers	(19)	24.1	103
Government Mix	(7)	24.0	103
Country Blues	(23)	23.8	102
Bright Beginning	(8)	23.7	102
Homesteaders	(9)	23.2	99
City Line	(24)	23.1	99
Srgng Minorities	(11)	22.7	97
Beltway Havens	(5)	22.7	97
Rainbow Manors	(6)	22.6	97
Country Club	(1)	22.4	96
Middle America	(18)	22.2	95
Levittown P.G.	(15)	22.1	95
Minority Rows	(16)	22.0	94
Blu Colr Blacks	(21)	21.0	90
Bohemian Mix	(14)	20.9	89
Emergng Minorit	(17)	20.7	88
Downtown P.G.	(22)	19.9	85
Sophisticate Mix	(4)	19.0	81

RANKED BY % 1ST TIME ANY COLLEGE

City Line	(24)	75.0	122
Blu Colr Blacks	(21)	69.7	113
Middle America	(18)	68.3	111
Homesteaders	(9)	67.4	110
Country Blues	(23)	67.3	109
Boom Town	(20)	67.0	109
Levittown P.G.	(15)	67.0	109
Srgng Minorities	(11)	66.3	108
Beltway Havens	(5)	66.2	108
Emergng Minorit	(17)	66.0	107
Downtown P.G.	(22)	65.1	106
Old-Timers	(19)	64.8	106
New Collars	(10)	62.4	102
Country Club	(1)	61.3	100
Government Mix	(7)	61.2	100
Exurban Dream	(2)	61.0	99
Rainbow Manors	(6)	60.8	99
Aging Affluence	(3)	59.2	96
Minority Rows	(16)	58.9	96
Bright Beginning	(8)	58.0	94
Fort George	(12)	53.4	87
Sophisticate Mix	(4)	50.3	82
Bohemian Mix	(14)	48.2	78

RANKED BY % FIRST-TIME/FULL-TIME

Sophisticate Mix	(4)	18.5	176
Beltway Havens	(5)	14.6	138
Aging Affluence	(3)	13.2	125
Country Club	(1)	13.0	123
Levittown P.G.	(15)	12.1	115
Old-Timers	(19)	12.0	114
Homesteaders	(9)	11.7	111
Exurban Dream	(2)	11.5	109
Country Blues	(23)	10.3	98
City Line	(24)	10.3	98
Emergng Minorit	(17)	10.2	97
Rainbow Manors	(6)	10.1	96
Boom Town	(20)	10.1	95
Downtown P.G.	(22)	10.0	95
Middle America	(18)	10.0	95
Blu Colr Blacks	(21)	9.9	94
Minority Rows	(16)	9.8	93
New Collars	(10)	9.1	86
Government Mix	(7)	9.1	86
Srgng Minorities	(11)	9.1	86
Bright Beginning	(8)	8.9	84
Bohemian Mix	(14)	7.7	73
Fort George	(12)	4.3	40
Dormitories +	(13)	.0	0

RANKED BY % TRANSFERS-IN

Dormitories +	(13)	61.5	214
Bohemian Mix	(14)	43.7	152
Sophisticate Mix	(4)	40.4	140
Fort George	(12)	39.7	138
Bright Beginning	(8)	31.3	109
Aging Affluence	(3)	31.0	108
Minority Rows	(16)	30.6	106
Country Club	(1)	28.3	98
Exurban Dream	(2)	28.0	97
New Collars	(10)	27.5	96
Rainbow Manors	(6)	27.3	95
Government Mix	(7)	27.3	95
Downtown P.G.	(22)	25.9	90
Emergng Minorit	(17)	25.2	88
Old-Timers	(19)	25.1	87
Boom Town	(20)	24.4	85
Beltway Havens	(5)	24.2	84
Levittown P.G.	(15)	23.4	81
Middle America	(18)	23.4	81
Country Blues	(23)	22.8	79
Homesteaders	(9)	22.7	79
Srgng Minorities	(11)	21.8	76
Blu Colr Blacks	(21)	20.9	73
City Line	(24)	17.6	61

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RANKED BY % NOW READMITTED STUDENTS

Country Blues	(23)	36.4	126
Srgng Minorities	(11)	34.3	118
City Line	(24)	34.1	118
New Collars	(10)	33.1	114
Blu Colr Blacks	(21)	32.0	110
Homesteaders	(9)	31.3	108
Rainbow Manors	(6)	31.0	107
Exurban Dream	(2)	30.9	107
Boom Town	(20)	30.9	106
Middle America	(18)	30.1	104
Bright Beginning	(8)	29.9	103
Country Club	(1)	29.8	103
Beltway Havens	(5)	29.6	102
Emergng Minorit	(17)	29.5	102
Government Mix	(7)	29.3	101
Levittown P.G.	(15)	29.1	100
Old-Timers	(19)	28.8	99
Aging Affluence	(3)	27.7	95
Minority Rows	(16)	27.5	95
Downtown P.G.	(22)	26.9	93
Sophisticate Mix	(4)	23.6	81
Bohemian Mix	(14)	18.3	63
Fort George	(12)	16.6	57

RANKED BY % ENROL'D FRESH FROM H.S.

Beltway Havens	(5)	37.9	133
Srgng Minorities	(11)	36.9	130
Country Club	(1)	35.7	125
Boom Town	(20)	35.5	125
City Line	(24)	34.6	122
Homesteaders	(9)	33.0	116
Levittown P.G.	(15)	32.9	116
Blu Colr Blacks	(21)	32.6	115
Rainbow Manors	(6)	31.7	112
Exurban Dream	(2)	31.1	110
Government Mix	(7)	30.9	109
Aging Affluence	(3)	30.8	108
Emergng Minorit	(17)	30.7	108
New Collars	(10)	29.9	105
Country Blues	(23)	29.5	104
Middle America	(18)	28.6	101
Sophisticate Mix	(4)	28.5	100
Old-Timers	(19)	27.6	97
Downtown P.G.	(22)	24.8	87
Bright Beginning	(8)	24.6	87
Minority Rows	(16)	24.4	86
Bohemian Mix	(14)	19.0	67
Fort George	(12)	6.1	21

RANKED BY % RECEIVING ANY AWARD

Country Blues	(23)	16.2	164
New Collars	(10)	13.4	135
Country Club	(1)	12.5	127
Government Mix	(7)	12.5	126
Beltway Havens	(5)	12.3	124
Exurban Dream	(2)	12.2	124
Levittown P.G.	(15)	12.0	121
Homesteaders	(9)	11.6	117
Old-Timers	(19)	11.5	116
Middle America	(18)	10.7	108
Rainbow Manors	(6)	10.7	108
Aging Affluence	(3)	10.7	108
Bright Beginning	(8)	10.1	102
Boom Town	(20)	9.8	99
Blu Colr Blacks	(21)	9.2	93
Srgng Minorities	(11)	9.1	92
City Line	(24)	8.8	89
Minority Rows	(16)	8.5	86
Emergng Minorit	(17)	8.4	85
Fort George	(12)	7.7	77
Bohemian Mix	(14)	7.6	77
Downtown P.G.	(22)	7.5	76
Sophisticate Mix	(4)	6.2	63

RANKED BY % WITH CUM G.P.A. 3.50+

Fort George	(12)	33.4	205
Exurban Dream	(2)	24.0	147
Bright Beginning	(8)	21.5	132
Country Club	(1)	21.1	129
Boom Town	(20)	20.1	123
Beltway Havens	(5)	19.4	119
Old-Timers	(19)	19.3	118
Aging Affluence	(3)	18.7	114
New Collars	(10)	17.4	107
Country Blues	(23)	17.3	106
Levittown P.G.	(15)	16.9	104
Sophisticate Mix	(4)	16.7	102
Homesteaders	(9)	16.2	99
Rainbow Manors	(6)	15.9	97
Middle America	(18)	15.0	92
Dormitories +	(13)	14.3	88
Bohemian Mix	(14)	14.3	87
Emergng Minorit	(17)	12.5	76
Government Mix	(7)	12.3	76
Minority Rows	(16)	12.0	74
Downtown P.G.	(22)	10.7	66
Srgng Minorities	(11)	7.9	49
Blu Colr Blacks	(21)	7.1	44
City Line	(24)	4.5	27

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RANKED BY % WITH CUM G.P.A ZERO

City Line	(24)	10.3	202
Srgng Minorities	(11)	8.0	156
Blu Colr Blacks	(21)	7.5	147
Government Mix	(7)	6.9	134
Minority Rows	(16)	6.4	125
Emergng Minorit	(17)	6.0	117
Levittown P.G.	(15)	5.3	103
Downtown P.G.	(22)	5.0	98
Rainbow Manors	(6)	5.0	97
Country Blues	(23)	4.7	91
Middle America	(18)	4.5	87
Boom Town	(20)	4.4	85
Homesteaders	(9)	4.2	81
Bohemian Mix	(14)	4.1	81
Bright Beginning	(8)	4.1	80
Beltway Havens	(5)	4.0	78
Old-Timers	(19)	4.0	78
New Collars	(10)	3.9	76
Aging Affluence	(3)	3.8	74
Country Club	(1)	3.7	72
Exurban Dream	(2)	3.1	60
Sophisticate Mix	(4)	1.9	36
Fort George	(12)	1.6	30

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